Whitfield County

THE CASE FOR RESIDENTIAL GROWTH

Jobs are growing. Population and housing are not keeping pace, and the gap is showing up in workforce, schools, the tax base, and retail demand.

~0%

Population growth was slowing before the pandemic, and change has not grown by more than half a percent since 2011.

4,000+

Net jobs added while net housing growth was under 400 units over the same period.

~1,600

Residents relocated to Catoosa and Hamilton counties since 2023.

THE CORE IMBALANCE

JOBS GREW. HOUSING BARELY MOVED.

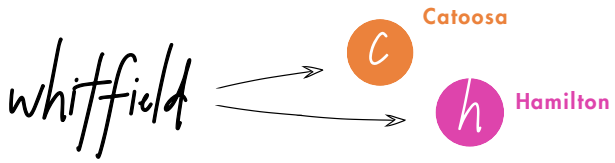
For every 10 net new jobs added in Whitfield County, only about one net new housing unit was added.

4,000+ JOBS **<400 NET HOUSING UNITS**

workers cannot live here if the housing does not exist.

> "Nearby communities got property tax, we got the traffic.

REGIONAL LEAKAGE



Outmigration is being absorbed regionally. That is a particularly important signal: nearby communities are capturing households tied to our economy.

*Per Placer.ai data, *Whitfield averages 1,600 residents relocating to Catoosa and Hamilton County annually since 2023*

*<400 Net Housing Units based on net employment growth (BLS) and net housing unit growth (U.S. Census Bureau) over the same period. Housing figures represent the net change in housing units—including both new construction and units removed from the housing stock—and include data through 2024, capturing a portion of recent multifamily development.

FISCAL PRESSURE

7 YEARS of flat property tax revenue, essentially zero real growth after inflation

+$15M public safety spending in six years

Spreading costs over a larger tax base lowers the per-household burden. Refusing growth doesn't slow spending, it just concentrates costs on existing residents.

CHANGING DEMOGRAPHICS SHIFT HOUSING NEEDS

Steady loss of households in prime workforce age cohorts will put pressure on economic stability.

250+
Households per year expected to transition into senior status between 2006-2031

-11%
Whitfield County Schools enrollment since 2009

-6%
Dalton Public Schools enrollment since 2016

The lack of new housing limits the county's ability to adapt to changing demographics, particularly in meeting the needs of households across every life stage.

Source: *KB Advisory Group analysis using Census ACS, BLS, Placer.ai and Whitfield County data.*

The opportunity

BUILD THE HOUSING CONTINUUM

The market is asking for more housing across various price points and life stages, and residential growth supports the entire community.

5-YEAR UNMET DEMAND

NEARLY 1,400 HOMES NEEDED

2025 AMI: $71,900

Demand spans the full housing spectrum: from very low-income households to higher-income households.

476 units	364 units	210 units	336 units
< $35K income	$36K—$58K	$59K—$86K	$100K+

*AMI - 2025 HUD Adjusted HOME Income Limits for a 3-person household

REALITIES

866

Rental units delivered between 2023 and 2025

New supply met a needed market-rate segment.

-30%

Sales volume since 2021

Low supply + higher rates are creating a lock-in effect.

+20-40%

Increase in sales price

For-sale supply has not kept pace with demand.

$7M Potential Spending Lost Each Year

Retail, healthcare, and education spending leaves when housing demand goes unmet.

WHY RESIDENTIAL GROWTH MATTERS

HOUSING IS ECONOMIC INFRASTRUCTURE

More housing is not simply about rooftops. It expands the workforce, supports schools and employers, broadens the tax base, and creates the household spending that sustains amenities.

- Workforce Competitiveness
- Employer Recruitment
- School Stability
- Tax Base Growth
- Retail + Amenities
- Quality of Life

REGIONAL RETAIL DEMAND IS ALREADY HERE

1.3M+ annual visits to major parks

64% of major park visits come from out-of-market

Retail depends on regional attraction.

Housing ***and*** amenities must grow together if Dalton wants to attract and retain residents.

BUILD THE HOUSING PEOPLE WANT, IN THE PLACES THAT CONNECT THEM TO JOBS, AMENITIES, AND COMMUNITY.

Source: KB Advisory Group analysis using Census ACS, BLS, Placer.ai and Whitfield County data.